

ABSTRACT

One of the websites used by the public to stream video is Vidio.com which provides streaming services for movies, movie series, local television, and football streaming. Attractive features alone are not enough to attract customer satisfaction, but also must use promotions such as advertisements in both print and online media.

The purpose of this study was to determine how much influence SMMA has on value equity, SMMA on brand equity, SMMA on relationship equity, value equity on customer loyalty, brand equity on customer loyalty, relationship equity on customer loyalty, SMMA on customer loyalty, SMMA on customer loyalty through value equity, brand equity and relationship equity at Vidio.com.

The data collection method used in this study used an online Google Form questionnaire which was distributed through social media to 200 respondents. Then the collected data is processed using LISREL 8.8 software which will then be analyzed based on the values of AVE, CR, T-Values and Regression Coefficient.

The results of this study indicate that SMMA has a positive and significant effect on VLE by 0.68. SMMA has a positive and significant effect on BRE of 0.62. SMMA has a positive and significant effect on RLE of 0.67. VLE does not have a positive and significant effect on the CLU variable of 0.13. BRE has no positive and significant effect on CLU of 0.13. RLE has a positive and significant effect on CLU of 0.67. SMMA has no positive and significant effect on CLU by -0.02. SMMA has a positive and significant effect on CLU through VLE, BRE, RLE of 0.72.

Keywords: *SMMA, customer loyalty, value equity, brand equity and relationship equity, LISREL*